

# B2C-SOLUTION-ARCHITECT<sup>Q&As</sup>

Salesforce Certified B2C Solution Architect

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## QUESTION 1

A company recently launched their ecommerce sites for three countries: Australia, New Zealand, and Singapore. The company is now looking to set up marketing automations using Marketing Cloud.

Their B2C Commerce is configured with two realms: ANZ and SE Asia. Each country has a site within their respective realm: Australia and New Zealand sites are within ANZ and Singapore is within SE Asia.

Which account hierarchy should a Solution Architect recommend for the Marketing Cloud set up?

- A. Use a separate Marketing Cloud tenant for each site
- B. Use a separate Marketing Cloud tenant for each realm and map business units to sites within each realm
- C. Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm
- D. Use a single Marketing cloud tenant and map business units to each realm

Correct Answer: C

Marketing Cloud account hierarchy is the way of organizing Marketing Cloud accounts and business units to support different business needs and use cases. A Marketing Cloud tenant is a top-level account that contains one or more business units. A business unit is a sub-account that can have its own data, content, users, and permissions. To set up Marketing Cloud account hierarchy for a company that has ecommerce sites for three countries: Australia, New Zealand, and Singapore, a Solution Architect should recommend the following: Use a single Marketing Cloud tenant and map business units to each site irrespective of the realm. This option allows the company to have a centralized account that can manage all the sites across different countries and regions. It also allows the company to have separate business units for each site that can have their own data, content, users, and permissions. This way, the company can maintain consistency and compliance across all the sites, while also enabling personalization and segmentation for each site. Option A is incorrect because using a separate Marketing Cloud tenant for each site is not necessary or advisable. It would create complexity and inefficiency in managing multiple accounts and duplicating data and content across them. It would also increase the cost and maintenance of the solution. Option B is incorrect because using a separate Marketing Cloud tenant for each realm and mapping business units to sites within each realm is not optimal or scalable. It would create inconsistency and fragmentation between the realms and limit the ability to share data and content across them. It would also increase the cost and maintenance of the solution. Option D is incorrect because using a single Marketing Cloud tenant and mapping business units to each realm is not sufficient or flexible. It would not allow the company to have separate data, content, users, and permissions for each site within a realm. It would also limit the ability to personalize and segment for each site.

References: [https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_account\\_hierarchy.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_account_hierarchy.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_overview_business_units.htm&type=5)

## QUESTION 2

An organization wants to implement B2C Commerce, Marketing Cloud, and Service Cloud in a phased manner with the goal of keeping the overall project manageable and achieving a quick return on investment.

Their current legacy commerce system is home grown and has frequent, costly outages-- making this the highest priority for replacement. The current marketing platform collects only basic analytics from email marketing campaigns and has no awareness of the larger customer context. Currently, the call center meets most customer needs but the process is time-consuming and forces the agent to interact with multiple disconnected systems.

Which two implementation strategies should a Solution Architect recommend when rolling out an integrated customer

experience across B2C Commerce, Marketing Cloud, and Service Cloud?

Choose 2 answers

- A. Implement Marketing Cloud immediately after B2C Commerce in order to leverage the Marketing Cloud Contact Key as the Service Cloud Contact ID when Service Cloud is implemented later.
- B. Implement Marketing Cloud and Service Cloud together in one phase after B2C Commerce to ensure that they share a common view of the customer from the beginning.
- C. Implement Service Cloud immediately after B2C Commerce in order to leverage the Service Cloud Contact ID as the Marketing Cloud Contact Key when Marketing Cloud is implemented later.
- D. Implement all three clouds at the same time; the primary identifiers for all three clouds must be synced to the others from the start in order to achieve a unified experience.

Correct Answer: CD

C. This implementation strategy allows the company to replace their legacy commerce system first, which is their highest priority, and then integrate it with Service Cloud to provide better customer service. By using the Service Cloud Contact ID as the Marketing Cloud Contact Key, the company can ensure a consistent and unified view of the customer across the Salesforce products when Marketing Cloud is implemented later. D. This implementation strategy allows the company to achieve a unified customer experience across all three clouds from the start, but it also requires more resources and coordination to implement all three clouds at the same time. The primary identifiers for all three clouds must be synced to ensure data consistency and avoid duplication.

References: <https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships>

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### QUESTION 3

A company uses Salesforce to store accounts and contacts. All users have switched to the Lightning Experience user interface. The Account Hierarchy feature is used extensively to relate companies to their subsidiaries. A Solution Architect finds that the data migration process is creating duplicate contacts with different primary accounts.

Which two options can the Solution Architect use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company?

Choose 2 answers

- A. Customer 360 Data Manager
- B. Third-party application or AppExchange tool
- C. Duplicate Matching Rules
- D. Lightning Data Services

Correct Answer: AC

Option A is correct because Customer 360 Data Manager can be used to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Customer 360 Data Manager is a tool that enables data integration and identity resolution across multiple Salesforce clouds and external systems. It can match and merge duplicate contacts based on various criteria and create a single source of truth for customer data. Option C is correct because Duplicate Matching Rules can be used to ensure that there is only a single contact for a particular person

across all the subsidiaries of a company. Duplicate Matching Rules are rules that define how Salesforce identifies duplicate records based on standard or custom fields. They can prevent users from creating or updating duplicate contacts based on various criteria and actions. Option B is incorrect because Third-party application or AppExchange tool is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Third-party application or AppExchange tool is not a specific or native solution for this problem, but rather a general or external solution that may or may not work depending on the features and compatibility of the application or tool. Option D is incorrect because Lightning Data Services is not an option that the Solution Architect can use to ensure that there is only a single contact for a particular person across all the subsidiaries of a company. Lightning Data Services is a tool that enables developers to access, cache, and modify data in Lightning web components without using Apex code. It does not have any functionality to prevent or resolve duplicate contacts. References: [Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead] B2C Solution Architect Certification Guide | Salesforce Ben

#### QUESTION 4

A single-brand client is implementing a Salesforce multi-cloud solution that includes B2C Commerce, Service Cloud, and Marketing Cloud. They have licenses for over 100 Service Cloud sandboxes, one B2C Commerce realm with on-demand sandboxes, and three Marketing Cloud production business units. The client wants to understand the environment, development, and automation deployment strategy for the implementation.

Which two recommendations should a Solution Architect make in the discovery session?

Choose 2 answers

- A. Run load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud
- B. Use Marketing Cloud business units as testing environments
- C. Use a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit
- D. Use a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox

Correct Answer: AC

Option A is correct because running load testing in B2C Commerce pre-launch against the production instance connected to a full copy sandbox in Service Cloud is a recommended practice to ensure that the multi-cloud solution can handle

the expected traffic and transactions without compromising performance or functionality.

Option C is correct because using a single Marketing Cloud instance to connect to multiple Service Cloud environments using Marketing Cloud Connect for each business unit is a recommended practice to enable data synchronization and

integration between the clouds without duplicating data or creating conflicts. Option B is incorrect because using Marketing Cloud business units as testing environments is not a recommended practice, as it may cause data quality issues,

security risks, and configuration challenges. Marketing Cloud business units should be used for segmentation and personalization purposes, not for testing or development.

Option D is incorrect because using a Service Cloud partial copy sandbox to provide better performance than a developer pro sandbox as well as a normal sandbox is not a valid statement, as partial copy sandboxes have the same

performance characteristics as developer pro sandboxes and normal sandboxes. The main difference between partial copy sandboxes and other types of sandboxes is the amount of data they can store.

References:

[Get Started with B2C Solution Architect Cert Prep - Trailhead] [Certification - B2C Solution Architect - Trailhead]

## QUESTION 5

A customer is currently implementing B2C Commerce and wants to use Marketing Cloud to send triggered emails like the Welcome Email, Order Confirmation, and Order Status Update Email. The customer is not interested in Sales or Service Cloud.

Which three steps are required to configure the Marketing Cloud for B2C Commerce storefront triggered emails?

Choose 3 answers

- A. Configure data extensions in Marketing Cloud for B2C Commerce objects.
- B. Extend the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs.
- C. Set up jobs in B2C Commerce to send catalog, product, order, and customer to Marketing Cloud SFTP.
- D. Copy and paste the Collect Script within the head or body in the website template.
- E. Update order.export custom object in B2C Commerce with the Marketing Cloud object data extension

Correct Answer: BDE

B. Extending the B2C Commerce storefront to trigger emails via Marketing Cloud's journey REST APIs allows the customer to send triggered emails based on customer behavior on the storefront, such as signing up, placing an order, or abandoning a cart. The REST APIs can also pass data attributes, such as order details or personalization information, to Marketing Cloud. D. Copying and pasting the Collect Script within the head or body in the website template allows the customer to track customer behavior on the storefront using Marketing Cloud's Web and Mobile Analytics feature. The Collect Script can also capture customer attributes, such as email address or contact key, and send them to Marketing Cloud. E. Updating order.export custom object in B2C Commerce with the Marketing Cloud object data extension allows the customer to map order data from B2C Commerce to Marketing Cloud using a point-and-click configuration in Business Manager. This enables order data synchronization between B2C Commerce and Marketing Cloud.

References: <https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/marketing-cloud-integration>  
<https://developer.salesforce.com/docs/commerce/sfra/marketing-cloud/transactional-messaging-api>  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_pb\\_web\\_and\\_mobile\\_analytics.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_pb_web_and_mobile_analytics.htm&type=5)  
[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_data\\_integration\\_with\\_commerce\\_cloud.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_data_integration_with_commerce_cloud.htm&type=5)

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